IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Applio	cation of:)
Shield <i>et al</i>	:)
Serial No.:	Not Yet Assigned)
Filed:	Herewith)
For:	System and Method for Maintaining an Association Between a Distribution Device and a Shared End User Characteristic))

Commissioner for Patents Mail Stop Patent Application P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

The citation of information on the attached Form PTO-1449, "List of Art Cited by Applicant" is made pursuant to 37 C.F.R. §§ 1.56, 1.97, and 1.98. A copy of each non-patent document listed is enclosed.

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The citation of this information does not constitute an admission of priority or that any cited item is available as a reference, or a waiver of any right the applicant may have under applicable statutes, Rules of Practice in patent cases, or otherwise.

Respectfully submitted,

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INFORMATION DISCLOSURE	Application Number
STATEMENT BY APPLICANT	Filing Date
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(use as many sheets as necessary)

of 2

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C mplete if Known				
Application Number	Not Yet Assigned			
Filing Date	October 1, 2003			
First Named Inventor	Brian Shield			
Group Art Unit	Not Yet Assigned			
Examiner Name	Not Yet Assigned			
Attorney Docket Number	W2100/280782			

			U.S. PATENT D	OCUMENTS		
Examiner Cite No.1	Cite	e Document Number e Number - Kind Code ² (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant	
	No.1				Passages or Relevant Figures Appear	
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		OTHER PRIOR ART NON PATENT LITERATURE DOCUMENTS	
Examiner Initials *	Cite No.1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, oly and/or country where published.	T²
/SA/		NIELSEN MEDIA RESEARCH; "About Nielsen Media Research," September 15, 2003, pp. 1-3, www.nielsenmedia.com/about_us.html	
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